

ADULT BINGE DRINKING STRATEGIC PLAN

Area Safe Communitites Coalition

ASSESSMENT

PRIORITY ISSUE

REASONS WHY/ INTERVIENING VARIABES

ACTIONS



STRATEGIES

- ND ranks #1 in the nation for binge drinking among 18-25 (NSDUH, 2008-2009).
- ND ranks 5th in the nation for binge drinking among 26+ (NSDUH, 2008-2009).
- 48% of all arrests statewide are alcohol & drug related (ND UCR, 2010).
- 23% of community members perceive the contribution of drug & alcohol use to crimes as a serious problem (ND CRS, Region II, Frontier, 2008).
- 52% of ND fatal crashes are alcohol related (ND DOT, 2010).
- 26% of community members perceive the contribution of drug & alcohol use to crashes & injuries as a serious problem (ND CRS, Region II, Frontier, 2008).
- 60% of treatment admissions to NCHSC in 2010 were for alcohol (primary substance).
- 19% of community members perceive adult alcohol use as a serious problem (ND CRS, Region II, Frontier, 2008).

Adult Binge Drinking

- Ordinance/ Policy
- Enforcement
- High access/availability
- Social norms favorable for use (acceptability)
- Low attachment
- The perception of 'nothing else to do'
- Low perceived risk of harm
- Low awareness of the problem
- *Pricing and Advertising also reasons discussed but not being addressed at this time.

City/County/Workplace policy/ordinance review

Enforcement Efforts (Saturation/DUI Patrols)

Mass media messaging (Community support for prevention, designated driver campaigns, serving size campaign)

Server Training (education on liabilities, state and local laws, over serving)

Alternative activities/events (NYE)

Policy

Enforcement

Communication

Education

 Alternative Activities

Collaboration

*Implemented within all actions